

INTERIM C.I. HIGHLIGHTS

MAY, 1993

NEW BRANDS

R. J. REYNOLDS

CAMEL SPECIAL LIGHTS KING SIZE (SOFT PACK & BOX)

CAMEL SPECIAL LIGHTS 100 (BOX)

Reynolds began national shipments of *Camel Special Lights King Size Soft Pack* (12 mg tar and 0.9 mg nicotine), *Camel Special Lights King Size Box* (11 mg tar and 0.8 mg nicotine), and *Camel Special Lights 100 Box* (11 mg tar and 0.9 mg nicotine) in February. These products are similar in tar delivery to Camel Lights; however, Camel Special Lights have white tipping and the blend contains no expanded tobacco. The cigarette papers are composed of 95 to 100% wood pulp with trace amounts of esparto grass.

AMERICAN

CARLTON SLIMS 100 (PLAIN & MENTHOL) BOX

American began national shipments of *Carlton Slims 100 (Plain & Menthol) Box* in February. These products deliver 7 mg tar, 0.6 mg nicotine, and 0.6 mg menthol in smoke. The cigarette papers are composed of 95 to 100% flax and shive fibers.

PACKAGING CHANGES

R. J. REYNOLDS

CAMEL ULTRA LIGHTS KING SIZE (CONVERTIBLE BOX)

Reynolds began national shipments of *Camel Ultra Lights King Size and 100 (Convertible Box)* in January. The convertible box will replace the current box packings at retail. This is the second use of the convertible box; the Vantage Ultra Lights franchise was changed from conventional to convertible box in 1992. No significant differences between cigarettes from the new versus the old packaging were observed in smoke, cigarette, paper, filter or filler. Camel Ultra Lights 100 (Convertible Box) has not been received for testing.

BROWN & WILLIAMSON

VICEROY KING SIZE & 100 (SOFT PACK)

VICEROY LIGHTS KING SIZE & 100 (SOFT PACK)

The packaging of *Viceroy and Viceroy Lights King Size and 100 (Soft Pack)* has been changed. A gold pin stripe was added to the white background of the Viceroy King Size and Viceroy Lights King Size and 100 packs. The phrase, "Rich Natural Tobaccos," was replaced with "Rich Tobaccos" on all packings. "Super Longs" was removed from the Full Flavor 100 pack. No significant differences between cigarettes from the new versus the old packaging were observed in smoke, cigarette, paper, filter or filler. This new packaging is now similar to the Viceroy King Size (Box) and Viceroy Lights King Size (Box) introduced January, 1991.

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PACKAGING CHANGES

AMERICAN

LUCKY STRIKE KING SIZE & 100 (SOFT PACK)

LUCKY STRIKE LIGHTS KING SIZE & 100 (SOFT PACK)

American has changed the packaging of *Lucky Strike King Size and 100 (Soft Pack)* and *Lucky Strike Lights King Size and 100 (Soft Pack)*. The pin stripes were removed from all packings, and the new packs have a darker red bullseye. "Low Tar" was removed from the full flavor packings, which are now similar to the Lucky Strike Regular Non-filter pack. No significant differences between cigarettes from the new versus the old packaging were observed in smoke, cigarette, paper or filter.

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NEW BRANDS

R. J. REYNOLDS

CAMEL SPECIAL LIGHTS KING SIZE (SOFT PACK & BOX)

Reynolds began national shipments of *Camel Special Lights King Size (Soft Pack and Box)* in February.

	Camel Special Lights KS (SP)	Marlboro Lights KS (SP)	Camel Special Lights KS (Box)	Marlboro Lights KS (Box)
<u>Smoke</u>				
Butt Length, mm	34	34	34	34
FTC Tar, mg/cigt.	12.3	11.2	10.9	11.1
Nicotine, mg/cigt.	0.92	0.79	0.79	0.78
Puffs/cigt.	8.9	8.8	9.0	8.6
CO, mg/cigt.	14.3	10.4	12.8	11.0
<u>Cigarette</u>				
Total RTD, mm of H ₂ O	115	123	120	122
Length, mm	83.9	84.0	83.3	83.1
Circumference, mm	24.7	24.9	24.6	24.9
<u>Paper</u>				
Components				
Type	Citrate	Citrate	Citrate	Citrate
Percent	0.4	0.6	0.4	0.6
Permeability, CORESTA Units	49	36	37	39
<u>Filter</u>				
Type	CA	CA	CA	CA
RTD, mm of H ₂ O	91	99	101	98
Length, mm	26.8	27.0	26.9	27.0
Tipping paper length, mm/Color	31/White	31/White	31/White	31/White
Ventilation, %	20	22	30	22
Type/Rows of Holes	Laser/2	Laser/2	Laser/2	Laser/2
<u>Filler</u>				
Total Alkaloids, % (DWB)	1.83	2.04	1.80	2.00
Total Red. Sugars, % (DWB)	8.6	6.8	8.7	6.9
Wt. of Tob., g (12.5% OV)	0.695	0.673	0.665	0.661
Rod Density, g/cc	0.250	0.239	0.250	0.239
Reconstituted Tob., %	22	22	22	22
Expanded Stems, %	None	3	None	3
Expanded Tobacco, %	None	12	None	12

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NEW BRANDS

R. J. REYNOLDS

CAMEL SPECIAL LIGHTS 100 (BOX)

Reynolds began national shipments of *Camel Special Lights 100 (Box)* in February.

	Camel Special Lights <u>100 (Box)</u>	Marlboro Lights <u>100 (Box)</u>
<u>Smoke</u>		
Butt Length, mm	38	39
FTC Tar, mg/cigt.	11.0	11.3
Nicotine, mg/cigt.	0.86	0.82
Puffs/cigt.	10.8	10.5
CO, mg/cigt.	13.5	11.4
<u>Cigarette</u>		
Total RTD, mm of H ₂ O	127	126
Length, mm	97.9	98.5
Circumference, mm	24.5	24.9
<u>Paper</u>		
Components		
Type	Citrate	Citrate
Percent	0.4	0.5
Permeability, CORESTA Units	41	40
<u>Filter</u>		
Type	CA	CA
RTD, mm of H ₂ O	97	108
Length, mm	31.0	31.3
Tipping paper length, mm/Color	35/White	36/White
Ventilation, %	32	27
Type/Rows of Holes	Laser/2	Laser/2
<u>Filler</u>		
Total Alkaloids, % (DWB)	1.83	2.03
Total Red. Sugars, % (DWB)	8.4	6.8
Wt. of Tob., g (12.5% OV)	0.808	0.790
Rod Density, g/cc	0.253	0.238
Reconstituted Tob., %	22	22
Expanded Stems, %	None	3
Expanded Tobacco, %	None	12

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NEW BRANDS

AMERICAN

CARLTON SLIMS 100 (PLAIN & MENTHOL) BOX

American began national shipments of *Carlton Slims 100 (Plain & Menthol) Box* in February.

	Carlton Slims 100 (Box)	Virginia Slims Ultra Lights 100 (Box)	Carlton Slims 100 Menthol (Box)	Virginia Slims Ultra Lights 100 Menthol (Box)
<u>Smoke</u>				
Butt Length, mm	39	39	39	39
FTC Tar, mg/cigt.	6.8	6.3	6.8	7.0
Nicotine, mg/cigt.	0.59	0.50	0.58	0.51
Puffs/cigt.	9.0	10.2	8.6	10.1
Filtration Eff., %	54	57	54	57
CO, mg/cigt.	6.0	5.2	5.6	5.8
<u>Cigarette</u>				
Total RTD, mm of H ₂ O	103	111	102	112
Static Burn Time, min.	7.0	7.3	6.7	7.4
Length, mm	98.8	98.4	99.1	98.5
Circumference, mm	23.0	23.1	23.0	23.1
<u>Paper</u>				
Components				
Type	Citrate	Citrate	Citrate	Citrate
Percent	0.8	0.5	0.8	0.5
Permeability, CORESTA Units	28	45	30	35
<u>Filter</u>				
Type	CA	CA	CA	CA
RTD, mm of H ₂ O	113	138	115	137
Length, mm	31.6	31.4	31.9	31.5
Tipping paper length, mm/Color	36/White	36/White	36/White	36/White
Ventilation, %	54	57	53	56
Type/Rows of Holes	Laser/2	Laser/2	Laser/2	Laser/2
<u>Filler</u>				
Total Alkaloids, % (DWB)	1.98	1.95	2.01	1.95
Total Red. Sugars, % (DWB)	6.6	6.7	7.5	7.3
Wt. of Tob., g (12.5% OV)	0.631	0.646	0.616	0.645
Rod Density, g/cc	0.224	0.227	0.218	0.226
Reconstituted Tob., %	22	22	22	22
Expanded Stems, %	None	3	None	3
Expanded Tobacco, %	27	19	27	19
<u>Menthol, mg/cigt.</u>				
Smoke	-	-	0.61	0.44
Filler	-	-	3.4	3.3
Filter	-	-	2.6	2.1

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